

## SPEECH AS TEXT FOR TEACHING: AN ANALYSIS OF LINGUISTIC AND STYLISTIC MANEUVERINGS OF STEVE JOBS' FAMOUS SPEECH STAY HUNGRY STAY FOOLISH AND EXERCISES FOR ENHANCING STUDENTS' LANGUAGE SKILLS

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### ABSTRACT

*Analysis of speeches offers more opportunities for the learners to grasp all the nuances of a given text of a speech in comparison to prose, poem or story. Usually students find the exercises on prose passage or poem stanzas somewhat cumbersome. Comparatively the diction in speeches is more comprehensible and approachable to the students than the diction and discourse in prose or poem. Further, the analysis of a speech helps them explore the style of the speaker, the language used, the sentence structure, the use of figures of speech and the lexical and grammatical elements used by the speaker. Since speeches are delivered in any age, place and situation, they reflect the exigencies and milieu of that era, context and country. Helping students explore speeches linguistically and stylistically therefore, we can help them conceptualise the social, cultural and political perspectives of a time, nation, and context.*

*The present paper analyses a speech of a young business icon Steve Jobs and devises exercises based on it. This speech has been chosen for analysis on the basis of its motivational touch, inspirational content and organisational relevance. Jobs delivered this speech in 2005 at Stanford University. Though this speech was addressed to university graduates and undergraduates, it seems to serve a great purpose in establishing organisational set up, for individual inspiration and for renewal of sick projects. The speech throws a great lesson of sustenance, perseverance and patience for all including the businessmen. It also offers suggestions for facing the challenges of life for students, tackling them and not getting frustrated.*

*The stylistic and linguistic analysis of the language of text offers to study those nuances of the speech which render it an all time famous speech. Steve Jobs, through his speech, presents a beautiful picture of style, structure and substance which has proved itself a milestone in the journey of inspiring the student community before and after his demise. In most of the stylistic analysis considerable attention is paid to figures of speech while in linguistic analysis weightage is given to lexical and grammatical elements.*

**KEYWORDS:** Analysis, Stylistic, Linguistic, Figures of Speech, Motivational, Lexical etc

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### INTRODUCTION

Speeches are remembered for their authenticity, their contemporary issues, their content, their connection with the audience and the style of the speaker. All the speeches delivered by different orators do not become famous speeches. But some of them are so unique and inspirational that they find a valuable place among the top

speeches of the world. Their content is motivational and can be fitted to any field of human beings. The epigrammatic and aphoristic lines in such speeches become quotable sentences in any situation. It is speeches such as these that acquire professional status in common parlance. Steve Jobs' commencement speech to Stanford graduating class of 2005 includes most of these features.

The present paper throws light on the stylistic and linguistic elements of a speech by Steve Jobs thereby highlighting the lexical elements and figures of speech in particular which constitute the lexicon of a language. Stylistics normally refers to "the practice of using linguistics for the study of literature." (Simpson.1993: 3) Stylistic analysis of a speech needs more comprehensive findings, meticulously unthreaded from the text of a speech. This analysis explains how the words of a text create the feelings and responses that the readers and the listeners get while reading or listening to the text. For doing this type of analysis various tools of linguistic analysis have been applied in this paper and a variety of approaches of stylistics have been tried to find out different elements in the speech.

## SPEECH ANALYSIS

The analysis in this paper is based on theory and principles of linguistics and stylistics given by the famous linguists. Many linguists such as Noam Chomsky, Ferdinand de Saussure, David Crystal, George Lakoff etc. have given their theories of linguistics and principles regarding functions of language. The analysis of present speech in the present paper is based on M. A. K. Halliday's theory and principles of 'Systemic Functional Linguistics' where 'Systemic' refers to the view of language as "a network of systems or interrelated sets of options for making meaning", 'Functional' refers to Halliday's perception that "language is as it is because of what it has evolved to do." (Halliday 1976: 334) Halliday, much influenced by the work of Saussure, J.R. Firth, Benjamin Lee Whorf etc. concluded that language is metafunctionally organized. He refers to the functions of language as metafunctions i.e. ideational, interpersonal and textual functions. He argues that all languages have three kinds of semantic components. Halliday observes that languages have resources for construing experience (the ideational component), resources for enacting human's diverse and complex social relations (the interpersonal component) and resources for enabling these two kinds of meanings to come together in coherent text (the textual function). The paper explores such metafunctions in Jobs' speech taken for analysis.

If we apply M.A.K. Halliday's metafunctional approach for the analysis of Jobs' speech, we find that this speech covers all three aspects stated above in elaborating his three stories. Steve Jobs delivered this commencement speech "*Stay Hungry, Stay Foolish*" to the university graduates on their convocation day. Steve Jobs, the then emerging business tycoon, starts addressing the graduates with gratitude to the organisers saying "*i am honoured to be with you...one of the finest universities in the world.*" In the very beginning of the speech he grabs the interest of the audience in a dramatic style. Frankly he accepts before the graduates of the college that "*I never graduated from a college.*" Not only this in a humorous, frisky tone he tells, "*Truth be told, this is the closest I have ever gotten to a college graduation.*" With such short, small and pointed sentences, the speaker succeeds in infusing the tempo of a powerful speaker in the speech which paves the way for a nicely structured and focussed speech. The sentences used in the speech reflect his frankness and ease in every story. They also reflect his open and candid nature in quoting his own frailties freely before the audience but with a purpose.

The structure of the speech is one of the biggest elements that makes it famous. Steve Jobs connects his arguments in an organised and systematic manner and makes a connection among the three stories he narrates during the speech. Thematically he uses repetitive structure and makes a reverse of the common trend showing that adverse conditions and

situations can also be a ladder of growth, provided, one doesn't lose heart and is able to think like Steve who quips, "great work is to 'love what you do.'" Through his own life examples, Steve Jobs wants to instil the power of passion in youth by narrating his emotionally and structurally inspiring narrative. His speech is built up consistently as he introduces his experiences much like a story teller saying, "the first story is about connecting dots," "my second story is about love and loss," "my third story is about death,." and "this is what my story is about and now I'll tell you what it means for you." All the stories are focussed on helping the listeners feel inspired, passionate and free from the encumbrances of the social norms.

While doing so, Steve Jobs adopts a narrative structure in the speech. The three stories told encapsulate the tales of Jobs' struggle in life, wherein we find Jobs engaged in a fierce battle for survival against the shifting paradigms of adversity. Endowed with an indomitable spirit to fight, the protagonist of these stories, Steve Jobs himself, emerges triumphant, conquering all seemingly insurmountable adversities that had hit him from time to time. In a quintessentially disarming expression he says, "Sometimes life hits you in the head with a brick. Don't lose faith." Awe inspiring in nature, all these stories, actually the episodes in Jobs' life, infuse in the readers a sense of inspiration filling them with a sense of wonder at the outstanding zeal and determination of an individual who rose above the usual frailties of a common man and went on to scale the heights of achievements, glory and satisfaction against all odds. It is in this sense that Steve Jobs, through his speech, seems to be equipped with the quality of rendering personal into general and universal elements. Though he reiterates his own experiences yet the dramatic intensity of his speech, the forceful delivery and the stylistic finesse elevate the height of his speech and make a space for it among the most famous speeches of the world. His personal affairs seem to carry universal tone. His success from failures, turning a 'drop in' from a 'drop out' and his struggle with the adversities of life become universal.

Such illustrations can be found throughout the speech, which provide a proper structure to the speech. This structure gets strength with the theme of 'drop out.' In all the three experiences shared by Jobs with the students the theme of 'drop out' has been treated in such a way that it becomes a binding force for the speech.

In the first story he comes out as a 'drop out' when he says that "my biological mother...decided to put me for adoption." Moreover, the lawyer and his wife, who were supposed to adopt him, "decided the last minute that they really wanted a girl." (Steve Jobs 2005. 1) Steve himself seems to assert that he was again a drop out and was given to the next parents "on a waiting list." Further he was a drop out from the college also. Candidly, he confides in his listeners saying, "i had dropped out and didn't have to take the normal classes." Eventually, his being a drop out resulted in learning calligraphy which was of much use after ten years in the production and designing of the first Macintosh computer as he himself talks of the concept of dots backward, "If i had never dropped out i would have never dropped in on this calligraphy class." (Jobs 2005. 2) That time Jobs' decision seemed strange and was taken as a stupid decision as per the society norms yet he decided to go with the course of his interest. Jobs rejoiced his decision. "The minute i dropped out i could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked interesting." (Steve Jobs 2005. 1) Such statements seem giving a message that if we go for the things that interest us we shall certainly succeed one day. It was a risk taking decision which didn't have social approval i.e. social set up would have raised questions 'what will you do without degree?' Jobs highlights that the worth of real labour never goes waste.

It endorses the fact that knowledge once got never betrays us. Though at that time it was a hard decision for him to be a drop out from the college which was costing all his working class parents' savings, yet later on he endorses his

decision as “*One of the best decisions i ever made.*” This is because Jobs again gives a message that we must go for the things which interest us or which we like; decisions must not be imposed upon ourselves. We must listen to our inner soul and we must listen to our inner conscience for decisions and it will be of much use in future. Such decisions are considered foolish and absurd as they don’t follow a particular social structure and are against the common trend. But in a simple yet forceful manner, Steve attempts to rip through the rigid edifice of socially induced goals in life.

The second story is about love and loss and about what it takes to be successful. Early in his life he found what he loved to do. He started ‘**Apple**’ in his parents’ garage. Speaking in a conversational tone he informs his audience “*Woz and i started ‘Apple’ in my parents’ garage when i was 20.* Throughout his speech, he maintains an amiable, warm and intimate tone. Continuing in a similar fashion he informs them, “*We worked hard and in 10 years ‘Apple’ had grown from just two of us in a garage into a \$ 2 billion company with over 4000 employees.*” But to be a drop out seemed to be destined for Jobs.

This time from a company which he himself had founded only ten years ago, “*And then i got fired, How can you get fired from a company you started?*” and “*that I had dropped the baton that was being passed to me.*” (Steve Jobs 2005. 2) But again this dropout also proved lucky for him and he rejoices saying “*getting fired from apple was the best thing that could have happened to me.*” With his bold decisions Jobs started a company NeXT and another one Pixar for the performance of which he was offered to merge these two companies with ‘**Apple**’ again and thereby he got his destination. This again gives a draught of inspiration that from a situation where Steve was nowhere he established himself once again to reach the heights of success. Even after reaching such a height, Jobs continues the motivational use of language and saying “*i still love what i did.*” With his use of such a crisp and penetration language this speech turns out to be a great inspiration for entrepreneurs and organisational heads.

In his third story also Steve comes out as a drop out when on being diagnosed with cancer the doctor told him to go home and get his affairs in order, which is “*doctor’s code for prepare to die.*” But later that evening it was found that the cancer in his **pancreas** was easily curable and it seemed that he came out of the clutches of death as Jobs himself utters, “*this was the closest I’ve been to facing death.*” So here again he is dropped in but for his own good and to live a life without fear.

Such expressions establish Steve Jobs’ ingenuity in delivering messages in a candid, crisp and penetrating manner. Therefore the whole speech seems to be a message giving speech. Every story of Jobs life and experience is replete with useful messages for the students and entrepreneurs to keep on doing efforts amidst obstacles and challenges of life. The basic purpose of Steve Jobs seems to infuse in the young graduates his own passion for life. This way Steve Jobs speech turns out to be “an intervening variable between a stimulus affecting a person and that person’s response.” (Fasold.2006: 147.)

There is a strong undercurrent of hope and optimism in the first story which depicts the truth of life and in the pursuit for a passionate life the ‘dots’ acquire symbolic connotation as he describes, “*you cannot connect dots looking forward; you can only connect them looking backward.*” These dots are intriguing that reflect uncertainty which takes every individual in the grip and feeling of insecurity. Such elements render the speech universal. These dots represent the past and the future. They take us to an uncertain path in future but if we go backward, these dots represent experience and pave a way for us for a future action. This makes the speech a great reservoir of human saga of struggle where individual experiences lead to universal teachings. Such ideas cross the border and apply to the whole human community. Not only

this, the same concept of dots applies to his being fired out from his own company Apple. When he was fired he was desperate to get back. Future did seem to him very bleak. "*I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.*" So dots were taking him to the very scary future but when he turned back he actually realised that these dots provided him a lot of benefit. These dots looking backward became a source of inspiration for him.

Jobs is very much hopeful and confident when he uses very simple philosophic statements such as "*you have to trust in something -your gut, destiny, life, karma, whatever.*" These saintly lines reflect Job's vision of existence for life and death.

Besides this too, there are many inspirational quips throughout the speech. In the concluding passages also Jobs suggests, "*don't lose faith,*" "*you have got to find what you love,*" "*the only way to be truly satisfied is to do what you believe is great work,*" "*love what you do. If you haven't found it yet, keep looking. Don't settle.*"

Towards the end of the speech Steve Jobs gives another universal message with an assumption, "*If you live each day as if it was your last day, someday you will certainly be right,*" "*all external expectations, all pride, all fear of embarrassment or failure- these things just fall away in the face of death.*" "*Remembering that you are going to die is the best way...to avoid the trap of thinking.*" Such expressions reflect that the speech is replenished with imperative sentences which are remembered as action oriented statements.

Further there are many sentences in the speech which are not only inspirational but philosophic also such as "*No one wants to die. Even people who want to go to heaven don't want to die to get there.*" "*Death is very likely the single best invention of life. It is life's change agent.*"

Actually the speech is replete with such aphoristic vision and expressions. There are some lines which are universally true such as: "*your time is limited, so don't waste it,*" "*Don't be trapped by dogmas,*" *Have the courage to follow your heart and intuition.*" Such imperative sentences prepare the audience to be bold, emphatic and action oriented. Towards the end of the speech Steve Jobs is little bit dramatic in uttering the dialogues. He himself accepts "*Sorry to be so dramatic, but it is quite true.*" His expression is lucid, direct and forceful. He uses emphatically short and intensely gripping sentences. He seems to induce action in the listeners as if saying 'get up, get ready and face the challenges of life.' Filled with a sense of urgency, he uses speech as an instrument of change that can immediately spur people into action.

The concluding message of the speech "*stay hungry stay foolish*" acquires monumental significance coming at the end of the speech. The message seems not only dramatic but also prophetic. It is the ending of the speech that effortlessly and epigrammatically subsumes the inherent vision of the speaker into the grand tapestry of the speech containing varying strands, shapes and colours. "*Stay hungry stay foolish*" seems to be the most inspiring message of the speech. This phrase seems full of various connotations. It means one is extremely foolish, not going according to the conventions of society. One's quest takes one away from structured to unstructured system. In worldly terms such a person may be termed as an utter failure for taking a decision which is extremely foolish. But if the person is determined and has faith in himself, no one can stop him from getting success, their goal, their target. Talking to the young people Jobs doesn't talk of their physical hunger but their aspirations for which they must fight and keep on fighting till the goal is achieved. This is not a fight for right but for one's inner love and conscience as Steve Jobs says, "*to do what you believe is great work*" and "*great work is to love what you do.*" (Steve Jobs) So Jobs wants people not to settle with easy options as the

common practice is, he urges the listeners not to keep striving for achieving the right sense of purpose, however worldly it may be. He urges the listeners to be in quest for the achievement of their goal, however foolish it may be.

## STYLISTIC ANALYSIS OF SPEECH

Stylistics is an approach to the analysis of texts using linguistic description. Stylistic analysis helps “to foster interpretive skills and to encourage reading between the lines of what is said” (Carter.1996: 5). Stylistics, according to Lazar (1993) has two main objectives. Firstly, it enables students to make meaningful interpretations of the text. Secondly, it expands students’ knowledge and awareness of the language in general. Generally speaking, stylistic analysis of a speech includes the findings of figures of speech used in the speech while lexical analysis includes findings of grammatical elements and the usage of vocabulary. The use of grammatical elements gives the researcher opportunity to analyse the speech in detail analysing the parts of speech with their contextual implications.

Stylistically speaking, Steve Jobs’ speech turns out to be a great piece of work. Usually stylistics is concerned with “the study of style in language” (Verdonk, 2002: 3). According to Verdonk “style” in language is the distinctive linguistic expression. The style of a speaker arises from his unique and individual use of words and expressions that are later interpreted by the readers. This fits to Jobs’ style in the present speech taken for analysis. With the introduction of three real experiences of his life, knowingly or unknowingly Jobs has introduced a number of stylistic devices such as simile, metaphor, antithesis, alliteration, anaphora etc. with a healthy introduction of linguistic elements throughout the speech.

Lexical analysis of Job’s discourse reveals his intention to infuse the minds of young generation with the power of fighting adverse conditions. In addition it also prepares the young minds for sustenance against the pools of frustration and keeps their morale high against the tempest of failures or drop outs. The lexicons used in the speech in the form of phrases and sentences are remarkably impressive and quotable. These lexical elements of the speech seem to have been woven together, thereby integrating the speech as a single document which reminds us of Halliday’s statement “cohesive ties can manifest in the form of reference, substitution, ellipsis, conjunction and lexical cohesion.” (Halliday and Hasan 1985:73) These two elements of coherence and cohesiveness run throughout the speech.

In the opening of the speech, Steve Jobs uses a rhetorical and conversational style to address the graduates of the university. In a rhetoric style and by telling just three stories of his own life Steve is able to make a good connection between his message and his audience. But Jobs’ style is different from that of other speakers. In this speech he doesn’t support his experience with any other story, data or facts. He envisages only his own experiences and history as evidence. Through his ethos, pathos, emotions and his structure of speech, Jobs rhetorically substantiates his arguments.

Steve Jobs uses very simple and plain colloquial language to communicate his thoughts to the students and to give a healthy message to the entrepreneurs. Many sentences are almost a part of everyday speech in conveying the basic idea yet Steve Jobs’ innovative use of language reminds us of Hu Zhunglin’s words ; “although two sentences may have exactly the same ideational and interpersonal functions, they may be different in terms of textual coherence.” (Hu Zhuanglin, 1988: 315) This statement also reminds us of M.A.K. Halliday’s three metafunctions of language i.e. ideational, interpersonal and textual.

The use of motivational or inspirational sentences seem to infuse energy even in the readers while for a researcher it is very interesting to look for stylistic finesse in terms of persuasive tone, parallel sentence structure, repetition of some

The device of antithesis has been used by Steve Jobs at many places to present a strong contrast i.e. juxtaposition of seemingly dissimilar things as in “**Death** is very likely the single best invention of **life**,” “The **heaviness** of being successful was replaced by the **lightness** of being a beginner again,” “If i had never **dropped out**, i would have never **dropped in.**” The impact of using contrasting words in the same sentence keeps the listeners and readers engrossed and render the speech forceful.

The anaphoric use of language makes the audience pay attention to the speech with the repetition of certain words in a sentence such as “all external expectations, all pride, all fear,” “**It means to** try to tell,.....**it means to** make sure.....**It means to** say your good buy.” The anaphoric use can also be seen in sentences such as “**That my mother had never graduated** from college and **that my father had never graduated** from high school.” This type of structure helps the audience grasp the message with clarity and focus.

There is a good use of metaphors in the speech. This metaphorical use of language adds beauty to his speech. While dealing with metaphors, the abstract ideas are configured into concrete ones. At the age of 30 when he was fired from his own company ‘Apple’ Jobs recalls that experience and says, “ **it was awful tasting medicine, but i guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith.**” Also “**I felt that i had dropped the baton as it was being passed to me.**” Such a use of metaphorical language reflects skilful use of language by the speaker which keeps the attention of the audience intact and they are bound to think over such language expressions twice before they move ahead. Metaphor is used to compare things that are essentially unlike. Such uses are intended to say something more clearly and forcefully. (Perrine.1988 p. 565) The ‘medicine’ represents the adversities of life opportunities while the ‘baton’ also represents his inability of availing the opportunity.

Alliteration is another figure of speech which provides rhythm to the sentences. In this speech also alliteration provides rhythm to Jobs tempo of inspiring the graduates with the stories of his own experience as in “**don't be trapped by dogma,**” “**Don't let the noise of others' opinion drawn out your own inner voice.**” Such a use of sentences maintains the interest of the listeners.

Other than such sentences very simple vocabulary has been used by Jobs except rare use of a few literary words like ‘renaissance’ which illustrates the drop out decisions of his life. The words, phrases and sentences used in the speech are easily palatable to the audience. Some of the words used in the speech are very common while some words used by the speaker are less frequent such as biological mother, biopsy, endoscopy, diagnosis etc. all come from the medical terminology.

Throughout the speech Steve Jobs uses different categories of nouns. The abstract nouns used in the speech are in abundance such as “graduation, adoption, creation, generation, stories, young, middle, commencement, tuition, value, idea, money, savings, scary, curiosity, amount, impossible, lucky, failure life, impression, choices, expectations, embarrassment, death, incurable” etc.

Some of these abstract nouns highlight the positive aspects of life such as “generation, adoption, commencement, value, expectation etc. while some others highlight the negative aspects such as; impossible, failure, death, incurable, scary” etc.

Collective nouns have been used to represent the social entities of human beings such as family, catalogue, generation. Some abstract nouns signify the events, for instance; choices. Some abstract nouns refer to the moral qualities such as; value, idea, impression etc.

The adjectives used in the speech serve the purpose of enhancing the power of nouns and pronouns. They have been used in the speech attributively and predicatively such as “We had just released our finest creation,” “What makes great typography great,” “my biological mother, their entire life, practical application, wonderful typography, great relationship, most important tool, external expectations, amazing woman, successful animation, remarkable turn awful tasting medicine, current renaissance” etc.

Many adverbs have been used by Steve Jobs which qualify the verbs used and empower it for stronger action such as, “felt very strongly,” “it was devastating.”

Some of the non-finites have been used to qualify the noun or adjectives used in the speech. Jobs uses many weak and strong verbs throughout the speech, especially gerund and participles as in “I found it **fascinating**,” “I could stop **taking** the required classes,” “**Remembering** that I’ll be dead soon.” “keep **looking**,” “you cannot connect the dots **looking** forward; you can only connect them **looking** backward,” “and began dropping in on the ones that looked **interesting**.”

Similarly to-infinitives and past participles have been used frequently in the speech. Some of them are as follows: “we have an **unexpected** baby,” “spaced fonts.” “and then I got **fired**, how can you get **fired** from a company that you started,” “the only way **to be** truly satisfied is **to do** what you believe.” With such a use of gerunds and participles Steve Jobs brings forth necessity of action on our part.

The use of to-infinitives shows the requirement of the purpose to be achieved, action to be taken and to be completed in future as in “It was impossible **to connect** the dots...,” “I really did not know what to do for a few months,” “I tried **to apologise** for screwing up so badly...,” “but something began **to dawn** on me,” “so I decided **to start** over,” “It freed me **to enter** one of the most creative periods of my life.” Further, he uses to-infinitives in sentences such as “Pixar went on **to create** the world’s first computer animated feature film,” “And the only way **to do** work is **to love** what you do,” “I should expect **to live** no longer than three to six months.”

Throughout the speech Jobs uses personal pronoun ‘I’ to share his experiences with the college graduates. Only at some places he uses ‘we’ but most of the time he goes with ‘I’ and gives the message of his fight with birth, life and death. It also reflects his struggle at every stage and shows how he had to fight himself with all the oddities of life. So this ‘I’ doesn’t reflect his ‘ego’ rather it is the symbol of his internal power, his struggle, his vigour, his own strong will. On the other hand he uses ‘I’ to inspire the young graduates and seems saying, ‘if I can succeed through all adverse situations, why can’t you?’ So this personal ‘I’ becomes universal and Steve Jobs becomes an icon for the students.

This way, Steve’s speech, “Stay Hungry Stay Foolish” turns out to be a classic example of a text charged with passion and is persuasive and inspirational in tone, style and approach. To enable the students understand the speech various types of exercises have been developed at the end of analysis. Following are some of the exercises based on the speech. They have been designed to help students grasp the content and expression in a practical manner. Almost all the paragraphs have been taken for developing different types of exercises. By attempting these exercises learners can develop greater insight into the text of the speech and also improve their linguistic and communicative abilities in English.

Exercise 1 Paragraph no. 1-4

**I am honoured to be.....that looked interesting.**

Q.1 Steve Jobs was a.....

- a. Graduate    b. Undergraduate    c. Postgraduate    d. Scholar

Q.2 what was one of the best decisions Steve Jobs made?

Q.3 why did his biological mother refuse to sign the papers?

Q.4 The word 'adoption' is derived from

- a. Adopt    b. Adapt    c. Adopter    d. Adaption

Q.5 Steve Jobs was adopted by.....

- a. a Teacher    b. Lawyer Couple    c. a Businessman    d. a Doctor

Exercise 2 Paragraph no. 5-7

**It wasn't romantic.....ten years later.**

Q.1 what type of hard labour did he do?

- a. He slept on the floor    b. He returned coke bottles
- c. He would walk seven miles a day    d. all the above

Q.2 Jobs would go to.....to get one good meal

- a. Friend's Room    b. Hotel    c. Hare Krishna Temple    d. None of them

Q.3 Calligraphy is the art of.....

- a. Singing    b. Dancing    c. Handwriting    d. Designing

Q.4 why did Jobs take calligraphy classes?

Q.5. Use in your own sentences the following words from the passage:

Typography designing

Exercise 3 Paragraph no. 8 – 10

**Again you can't connect.....decided to start over.**

Q.1. How many people started 'Apple'?

- a. One    b. Two    c. Twenty    d. Four Hundred

Q.2 Steve Jobs was.....from Apple.

- a. Fired    b. Hired    c. Tired    d. Retired

Q.3. which of the following words is similar to the word 'eventually'?

- a. Extremes    b. decidedly    c. ultimately    d. untimely

Q.4. Who is an entrepreneur? Define.

Q.5. Find four adjectives from the paragraphs 8-10

Exercise 4 Paragraph no. 11-13

**I don't see .....don't settle.**

Q.1 what was the best thing for Steve Jobs?

- a. getting success in life    b. getting fired from apple  
c. becoming a beginner again    d. becoming a loser

Q.2 How many companies did Steve start?

- a. One    b. Two    c. Three    d. Four

Q.3 what is the opposite of 'animated'?

- a. unanimated    b. Dead    c. unanimated    d. alive

Q.4 According to Jobs what is 'the great work'?

Q.5 which figure of speech has been used in the following line?

"Sometimes life hits you in the head with a brick"

Exercise 5 Paragraph no. 14-16

**When I was seventeen.....your goodbyes.**

Q.1 what is truly important according to Jobs?

Q.2 What is the most important tool to make the big choices in life?

Q.3 which disease was Steve Jobs suffering from?

Q.4 'Buttoned up' means .....

Q.5 Find out the words similar to 'definitely' in the above passage.

Exercise 6 Paragraph no. 17-19

I lived with it ..... is quite true.

Q.1. Why was the endoscopy done for Steve Jobs?

Q.2. what is a microscope?

Q.3. what was the closest thing that Steve observed?

Q.4. Why does Steve Jobs say sorry towards the end of the passage?

Q.5 Find words from the passages 17-19 for the following:

Identify quiet and dignified

Exercise 7 Paragraph no. 20-22

**Your time is limited .....stay hungry stay foolish.**

Q.1 Steve Jobs inspired the students to follow their

- a. heart
- b. intuition
- c. mind
- d. all

Q.2 what are the Dogmas Steve Jobs talks about?

Q.3 Find some plural nouns from the paragraph 20-22

Q.4 What do you mean by hitchhiking?.

Q.5 Find a gerund and a participle used in the above passage.

## CONCLUSIONS

The analysis of Steve jobs' speech opens new ways of analysing the speech from a learner's point of view. This inspirational speech offers a good chance to the students to keep on trying and establishing themselves till the goal is achieved. The three stories by the orator give great morals separately. The epigrammatic style attracts every listener and reader of the speech. This is because the pithy sentences used by Steve Jobs remain longer in their memory and can be used as adages in a suitable situation. The opening of the speech is apt and humorous while the ending is emphatic. In comparison to the abrupt starting the ending of the speech brings the tempo of the speaker down for a while and so it is prosaic a little bit but the punching line comes with a bang "**Stay Hungry Stay Foolish.**" The linguistic pattern and the stylistic analysis together make the speech a great document in the history of speeches and also bring Steve Jobs in the lineage of successful orators. With his short simple and elegant sentences Steve Jobs seems to have left a long lasting impression upon the minds of Stanford graduates and the listeners and readers of the speech. This style of speech makes him an orator, par excellence.

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